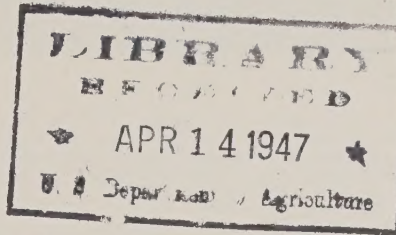


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

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ADVANCE SEED COMPANY

P.O. BOX 1471

PHONE 4-7131

PHOENIX, ARIZONA

Dear Mr. Farmer:

The sorghum fields pictured in full colors on the inside of this folder are shown for two definite reasons - both of which are of intense interest to you:

1. They show you that sorghum growing can be really "big business" - and highly profitable;
2. These photos paint the picture of Sorghum Symmetry - one of Advance's proud achievements. Sorghum Symmetry is interestingly explained to you in this folder. Emphasis is upon the economy and profit to YOU of using sound judgment in selecting your sorghum seed.

Please turn to the inside center spread and look at our grain sorghum fields.

Cordially yours,

ADVANCE SEED COMPANY

Terris A. Manley
Terris A. Manley

TAM/r

ALL QUOTATIONS SUBJECT TO MARKET FLUCTUATIONS AND UNSOLD.
THE ADVANCE SEED COMPANY GIVES NO WARRANTY, EXPRESSED OR IMPLIED, AS TO THE PRODUCTIVENESS OF ANY SEEDS IT SELLS AND WILL NOT BE IN ANY WAY RESPONSIBLE FOR THE CROP. OUR LIABILITY, IN ALL INSTANCES, IS LIMITED TO THE PURCHASE PRICE OF THE SEED.

HEGARI

Hegari, nicknamed "high gear" by Southwestern Farmers, is the unquestioned national leader of the grain sorghums. This white grain sorghum is grown in a wide range of sorghum-producing areas. It is a heavy grain producer and makes fine ensilage, bundle feed and pasture.

Hegari stalks contain considerable sucrose, which is one of the reasons why livestock relish its stover. "Hegari is the most valuable and widely adapted member of the sorghum family," wrote Victor H. Schoffelmayer, agricultural and science editor of *The Dallas Morning News*, in his May 12, 1944 editorial — citing, "Its uniformity of growth and high yields" among its advantages. In this editorial he quoted Fred Hale, Texas A & M's expert swine husbandman, "that Hegari has proven to be superior to other sorghum grains in feeding tests and in gains when fed to pigs."



HEGARI

SORGHUM SYMMETRY

The old saying, "Like as two peas in a pod," sums up the ideal toward which the Advance Seed Company has been working in its painstaking development of GRAIN SORGHUMS.

Sorghum Symmetry has been our goal, the aim and purpose of which is to provide you seed that produce **bigger** and **better** crops.

Sorghum Symmetry denotes **uniformity**: Evenness in the height of the plants, conformity to standards of firm seed heads, equalization of grain yields per plant, consistency in stalk strength, matching of leaf characteristics. In short, SORGHUM SYMMETRY is a **Model of Sorghums** — embracing stability, conti-

nuity, harmony — the maximum in quality and yield-ability.

Every grower of Grain Sorghums will appreciate this outstanding achievement when he reflects upon the countless hours that we, as Sorghum Specialists, have put into planning, experimenting, sorting, grading, testing and refining — all to assure the best in growing qualities and largest crop yields.

We have subjected Advance's GOLD TAG Grain Sorghum Seed to the severest tests, comparing and balancing every factor against ordinary Grain Sorghum seed, to find without exception, that Advance GOLD TAG truly has no equal.

Nor yet have we stopped the scientific analysis at the "X" stage (setting up

standards); nor at the "Y" stage (intermediate development and refinement). But we have extended our research into the final "Z" stage of coordinating our efforts with growers in our development program, to prove intrinsic values; for, after all, it is **the yields in the fields** that constitute the ultimate CONCLUSIVE PROOF! We are prepared, with Advance's Gold Tag Seed, to furnish that proof.

These pictures tell their own story. They say, "Sorghum Symmetry." They say — Advance's GOLD TAG Grain Sorghum Seed — by all comparisons, is the **finest in the world!**

When you stand and look upon your own field from Advance GOLD TAG, you will then know that it is **more profitable to you** to plant Advance's dependable seed.



This Gold Tag and Circular Emblem identify and are the symbols of the very finest sorghum seed possible to procure. They say, "Grains from Finest Strains!"



ADVANCE SEED COMPANY



MARTIN MILO

Your crop tells, ADVANCE GOLD TAG excels! Demand It! Accept No Substitute.

Your own seed dealer, whose success depends upon your success, will gladly supply your needs for Advance's GOLD TAG Grain Sorghum — the seed that assures SORGHUM SYMMETRY. (Should your Seed Dealer not have it, write us, giving his name).

DOUBLE DWARF YELLOW SOONER (60 DAY) MILO

A new strain of Milo with very early maturing habits. It begins setting grain in 57 days and could possibly be harvested in 85 days. Here in Arizona, its maturity was weeks ahead of any other variety.

It is short and easily combined. It is not a heavy yielder due to its earliness. It is strongly recommended for areas of short growing season.

(Not pictured is Double Dwarf White Sooner (60 Day) Milo, identical in description with the above except that is the most beautiful of White Grain Sorghums and noted for its heavy starch content).

EARLY (COMBINE) HEGARI

This white grain sorghum is recommended for late planting; or for planting in regions of short growing seasons.

This new strain is ready for harvest two weeks before regular Hegari. It has fewer leaves, smaller stalks and longer peduncle. It is adapted to combine harvesting.

Certainty of heading out and producing grain — even under adverse conditions — is one of the reasons for its ever-increasing popularity.

"GRAIN SORGHUMS" — a 9-page Chemurgic Council Report — will be mailed free upon request. Write us for your copy today.



Martin Milo, a combine type, is another of the sorghum family enjoying wide acceptance. It should be grown only for grain. Its ability to resist drought makes it an excellent sorghum for growth in regions where the rainfall is low. It matures early and dries quickly.

The comparative dryness and light weight of the stalks of Martin Milo render its palatability and "feed-ability" to livestock much less than Hegari.

Consequently, Martin Milo is recommended for growth in comparative low rainfall areas . . . and in cases where grain production is the main objective.



DOUBLE DWARF YELLOW
SOONER (60 Day) MILO

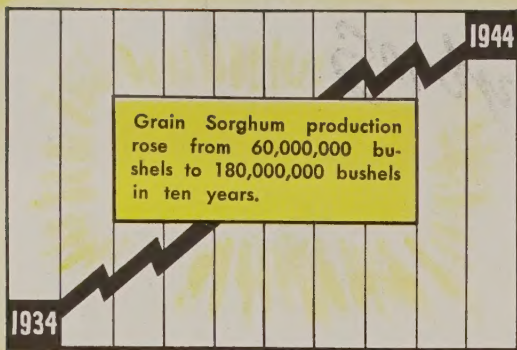


EARLY (Combine) HEGARI

PANY

Sorghum Specialists

P.O. BOX 1471
Phoenix, Arizona



New Uses for Grain Sorghum

Grain sorghum flour for breadstuffs, grain sorghum starch for Tapioca "Minute Desserts," grain sorghum mash and malt for liquor and beer making, grain sorghum for paper and cloth sizing — these are just a few of the new uses which are factors in the phenomenal increase of grain sorghum production. (A ten million dollar grain sorghum export starch plant will be built in Corpus Christi, Texas). But the vast increase is largely due to favorable wartime experiences which greatly multiplied

*Extended
Uses for*

FEED GRAIN, ENSILAGE, BUNDLE FEED and PASTURE

PHOENIX, ARIZONA

ADVANCE SEED COMPANY



Sweet Sudan grows tall, has wide leaves and heavy stalks. It has great hybrid vigor and stools prolifically. It stays greener later in the fall than does Common Sudan. For growing and feed economy, SWEET SUDAN GRASS tops the summer pasture grasses.

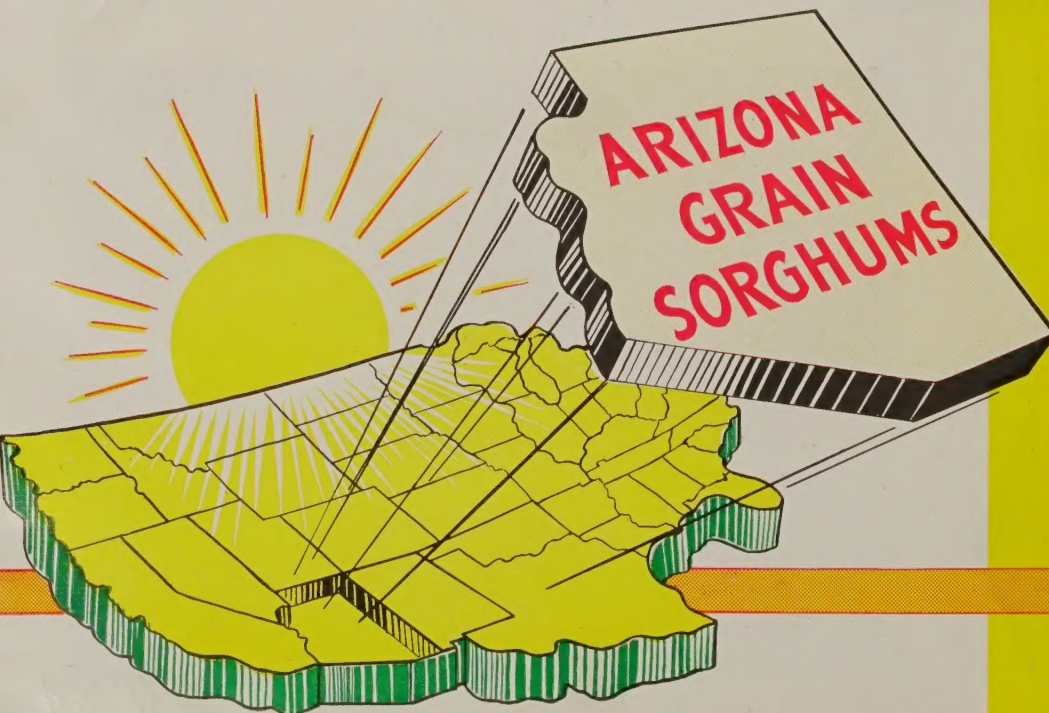
Since beef and dairy cattle, sheep and hogs eat more Sweet Sudan, and eat it faster, in a given period of time, growth is greater. With dairy cows, milk production is stimulated and increased — all of which means more profit for you.

Sweet Sudan is a combination of Common Sudan and Leoti Sweet Sorghum. It is juicy and sweet. Livestock so relish it, they greedily feed it literally into the ground.

To the Farmer and His Livestock

The GRASS that APPEALS

Sweet Sudan



NATURAL

COLOR

PICTURES

inside center spread